II. AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method, executed on at least one computer device, of managing items available for electronic purchase, the method comprising:

storing, on the at least one computer device, the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on [[the]] a result of the query, wherein the query returns a set of records containing the items based on a level of the hierarchical structure selected and queried;

storing, on the at least one computer device, historical data corresponding to operations performed by each of a plurality of users to locate an item in the hierarchical structure, wherein the operations include each level and corresponding category of the hierarchical structure navigated by the plurality of users;

identifying, ~~on~~ by the at least one computer device, at least one high frequency item corresponding to a high level page by analyzing the historical data to identify at least one item that is most frequently located from a high level of the hierarchical structure corresponding to the high level page;~~, wherein the at least one high frequency item is an item that is frequently purchased; and~~

receiving a request for a high level page on the at least one computer device, the high level page corresponding to a high level of the hierarchical structure; and

automatically generating, on the at least one computer device, the high level page using the query for ~~each~~ the corresponding high level of the hierarchical structure and the identified at least one high frequency item to display the at least one high frequency item on [[a]] the high level page, wherein the ~~query~~ high level page is dynamically generated by the at least one computer device ~~at the time of selecting the level of the hierarchical structure~~ in response to receiving the request for the high level page.

2. (Currently amended) The method of claim 1, ~~further comprising~~ the identifying including: